

THE START OF SOMETHING NEW

A message from our 2020-2021 FCCH President Jeffrey Cudiamat



**Aloha and Mabuhay!** Over the past 10 months, the world as we know it is experiencing an unprecedented shift in the way we live our life. While we know change is inevitable, this abrupt transformation of how we live, work, and socialize has everyone swiftly acclimating to a "new normal". Certainly, adjusting to change is challenging. However, in the true entrepreneurial spirit, it is refreshing to know that change is simply *the start of something new.*

With the responsibilities resting on the shoulders of our prestigious organization, FCCH has a golden opportunity to create significant change. Financial market instability, coronavirus fears, and the biggest civil-rights movement in my generation are all upon us. There are major issues in the general public today, and our society is at a crossroad. Be that as it may, each of us in Filipino Chamber of Commerce of Hawaii

have the power to influence our community. We can help businesses get back on their feet, we can share best practices as companies transition back to normalcy, we can support local businesses, and we can be an advocate for legislative support.

In my term's inaugural newsletter, we are excited to share with you the initiatives we have already undertaken as an organization. And while this year is at its closing, I am honored that we have set the foundations to bring us into a successful 2021.

The Filipino Chamber of Commerce of Hawaii is proud to be the forefront of *the start of something new.*



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A Very Virtual  
*Holiday Celebration*

FRIDAY | ENTERTAINMENT  
 December 18, 2020 | GIFTS  
 6:00 PM - 7:30 PM | PRIZES

*More Details To Come*

or visit/contact us at any of the following for updates



@FilipinoChamberHI



FILIPINOCAMBER.ORG



808.306.9619  
808.699.4547

# COMMUNITY SUPPORT



**TITLE SPONSOR**



## A HOLE IN ONE FOR SCHOLARSHIPS!

BY ELVI SUTHERLAND, GOLF TOURNAMENT CO-CHAIR

The FCCH Foundation's 25<sup>th</sup> Scholarship Golf Tournament will be held on **February 19, 2021** at the Ewa Beach Golf Club. This is in collaboration with **The Renato & Maria Etrata Foundation** as Title Sponsor.

Proceeds from this golf tournament will fund the Foundation's yearly scholarship program. To date, these annual golf tournaments have raised over \$ 250,000 awarded to 120 outstanding high school seniors who have enrolled in prestigious universities in the United States.

In 2021, the FCCH Foundation, a 501(c) (3) tax exempt organization, expects to award \$ 3,000 to the top scholar designated as

**The Renato & Maria Etrata Foundation/FCCH Foundation Scholar** and three awards of \$ 2,000 each. The scholarships will be presented during the Chamber's Filipino Entrepreneur of the Year & Scholarship Awards on March 20, 2021.

The golf committee confirmed eight Platinum Sponsors, two Gold sponsors, four Silver Sponsors, and is just 2 teams short of the maximum 33 teams to compete in this tournament the far.

The golf committee is chaired by Eddie Agas, Sr., co-chaired by Elvi Sutherland. For more information please see [filipinochamber.org](http://filipinochamber.org).

## "TAKING OUT" THE WORRY THROUGH TAKE-OUT TUESDAYS

BY GEOFFREY CUDIAMAT, FCCH PRESIDENT

Restaurants are one of the most affected by the temporary closure of businesses and the drop in tourism in Hawaii. Many are experiencing tight cashflow and some face the possibility of permanent closure. To help local restaurants, the Philippine Consulate General in Honolulu launched #FilipinoTakeoutTuesday on 30 June 2020. Companies and organizations are invited to patronize local food establishments and takeout Filipino food every Tuesday or at least once every week.

Since the launch of the initiative, the Filipino Chamber of Commerce of Hawaii has expressed its support for the #FilipinoTakeoutTuesday Project. Members of FCCH are encouraged to buy food from Filipino restaurants and establishments. The Consulate published a partial list of stores on its Facebook Page. Local restaurants and other Filipino-owned enterprises can contact the Consulate at [honolulupcg.cultural@dfa.gov.ph](mailto:honolulupcg.cultural@dfa.gov.ph) to be included in the list of restaurants which will be promoted as part of the #FilipinoTakeoutTuesday campaign.



# SPECIAL FEATURES



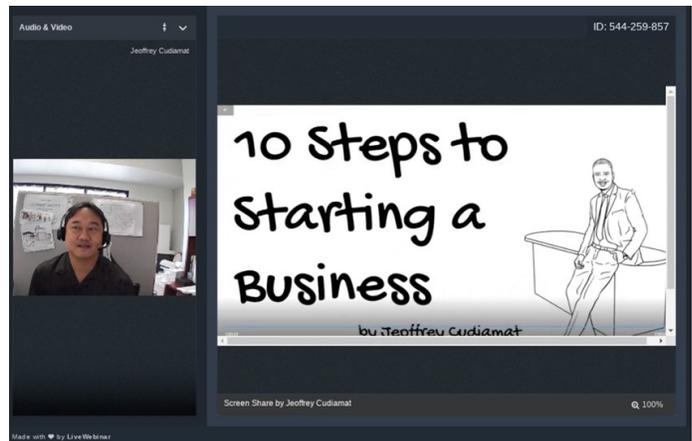
## VIRTUAL MEETING: The New Norm

BY ROBERT RODRIGUES, FCCH MEMBER

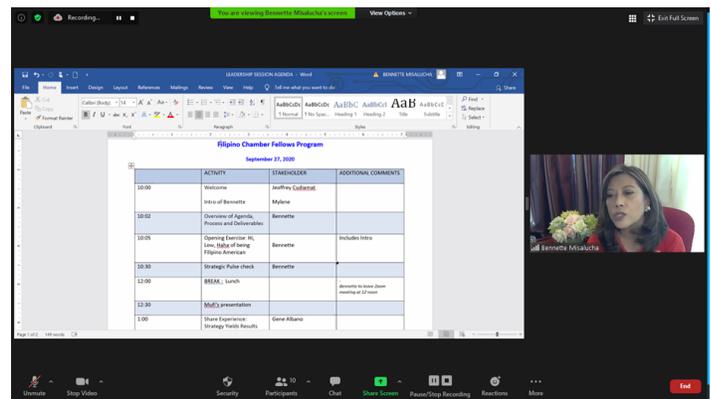
The Filipino Chamber of Commerce of Hawaii’s mission to facilitate opportunities for Filipino businesses, strengthen business links between Hawaii and the Philippines, and to assist with the professional growth opportunities of its members is dependent on its ability to communicate between its members and the community. The recent adoption of virtual meetings by FCCH has allowed its stakeholders to share their perspectives in the decision-making processes despite COVID-19 social distancing requirements. The “new normal” of virtual meetings has ushered in a new era of organizational communication that is expected to survive well beyond the COVID-19 era due to improved convenience, effectiveness, and efficiency. However, as with any major change, adoption of the technology requires a need to be aware of the benefits, the desire to embrace the technology, the acquisition of technical knowledge, and the satisfaction of experiencing its benefit to reinforce the change.

FCCH has recognized the need for virtual meetings as a way to overcome the challenges of COVID-19 and remain steadfast in efforts to support the Filipino Community. Through virtual meetings, members are now able to conduct more effective meetings and benefit from more convenient meeting times, the elimination of travel to meeting, and to keep

its members and community safe from potential contact with the COVID-19 virus. In addition, virtual meetings have been found to be more organized and focused while reducing social apprehension of participants. A recent study focused on virtual sales meetings serves as an example of how a client or receiver of a message is afforded more control in a meeting in terms of time and content. The elimination of direct human contact reduces social apprehension and tips the scale in favor of a client thereby requiring the salesperson to be prepared, on topic, and focused on benefits to the client or the meeting **(continued on page 4)**



In the first ever virtual Jaycees convention, FCCH President Jeffrey Cudiamat, a former president of the Honolulu Filipino Jaycees, presented to a group of over 40 aspiring entrepreneurs outlining the steps to starting a business.



FCCH Board Director and current Hawaii Senator Bennette Misalucha took time out of her busy schedule to facilitate the virtual retreat of the newly founded FCCH Fellows program.

### VIRTUAL MEETINGS: THE NEW NORM

(continued from page 3)

could be cut short. Furthermore, a virtual meeting enables improved communication of complex sales information through tools such as file sharing which allows power point presentation to be displayed as a visual representation while the presenter simultaneously explains the content for improved comprehension by the observer. Lastly, a virtual meeting such as those from Zoom can be recorded providing participants with the ability to review meeting content at a later time. This provides observers with the benefit of delaying note taking, sharing content with other stakeholders, or multitasking during the meeting, if needed.

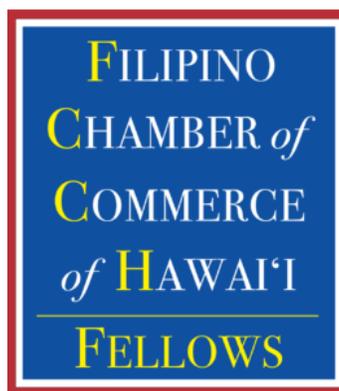
Furthermore, the adoption of new technology and the ability to conduct an effective meeting will take preparation and practice by organizers to ensure technological glitches are eliminated. In addition, the organizer will need to strategically plan the meeting by setting guidelines to define participant roles, procedures, etiquettes, and expectations for the meeting to be an enjoyable experience. A properly organized virtual meeting will ensure all participants have the opportunity to be heard, included, and eliminate disruptive behaviors. The use of collaborative tools such as posting comments, chat, and message updates allows participants to stay active and improve the virtual experience leading to faster adoption and utilization. The use of virtual meetings can also improve morale through more frequent contact of organizational members including social meetings such as virtual lunches, happy hours, and family introductions.

As FCCH continues to operate as a learning organization to meet its objectives, we have embraced virtual meetings to enhance our ability to meet the needs of our members and community.

## EMERGING LEADERS WELCOMED TO FIRST FCCH FELLOWS PROGRAM

BY JEANNIE LUM, FCCH EXECUTIVE DIRECTOR

The Filipino Chamber of Commerce of Hawaii (FCCH) welcomed its alpha class to its inaugural FCCH Fellows Program. Six local, emerging leaders from various industries were selected to take part in an eight-month program. The focus will be on personal and professional growth, while engaging with professionals, activists, experts, and government leaders. They are tasked to discuss thought-provoking ideas towards solutions for the betterment of society, as well as the Filipino community.



The program was made possible by the Albano Family who pledged a generous donation for the 2020 cohort, with the intent of perpetuating the sponsorship for years to come. The family is honoring the memory of their father, Gene Afaga Albano, who himself was known to be a person of service and a supporter of the Filipino community.

"This is a small token of appreciation to the past and future FCCH members and leadership in continuing the rich history of Filipino immigrants living out their American Dream. Our father would be most proud and impressed with the alpha cohort's accomplishments and accolades thus far," says son, Gene Albano, Jr. "I know in my heart, our father is beaming with a wide smile knowing service to others, and addressing the needs of the Filipino Community, is being prioritized by the cohort's earnest efforts through the Fellowship program."

A special committee consisting of FCCH leadership and directors selected the candidates based on certain characteristics reflected in their leadership qualities and potential for higher success.

"In Hawaii, Filipinos are strongly represented in labor and service positions, while debatably their representation in leadership and executive management positions has been marginal," says FCCH President Jeffrey Cudiamat.

Individual diversity within each class is imperative to bring a variety of viewpoints and opinions. Varying professions, contracting stages in one's career, diverse upbringings, and diverging interests are criteria that was considered in forming the cohort class.

Fellows participate in a variety of activities including group field trips, cohort meetings, and individualized mentorship. The program kicked off with a retreat at the end of September 2020 where they met their classmates, developed their own group identity, and cited relevant issues and activities that they want to partake. **(continued on page 5)**

## SPECIAL FEATURES

(continued—*Fellows Program* from page 4)

Finally, in the spirit of the Chamber’s mission to perpetuate the rich Filipino Heritage in Hawaii, a concerted effort will be made in this program to include other successful Filipino-Americans as mentors to serve as role models who can share their unique experiences and challenges of being a Filipino-

### CONGRATULATIONS TO OUR FCCH FELLOWS ALPHA COHORT



**Danicole Ramos**

Law student— UH  
Manoa, William S.  
Richardson School  
of Law



**Jeff Orig**

Writer/ Director/  
Cinematographer/  
Producer—  
Orig Media



**Laren Eustace**

Commercial Real  
Estate Advisor—  
NAI|CBI Hawaii



**Marel Ver, MD**

General, Bariatric  
& Trauma Surgeon—  
Hawaii Pacific  
Health



**Merlinda Garma,  
Esq.**

Deputy Public  
Defender—  
State of Hawaii,  
Office of the  
Public Defender



**Natalie Millon**

Program Associate—  
Hawaii Community  
Foundation

**“The FCCH Fellows program hopes to generate and uplift future leaders, specifically influential decision-makers who have a vested interest in the Filipino-American community. It is the hope of the founders of this program that the population growth of these specific leaders will create equity in the broader community of Hawaii.”**

~Jeffrey Cudiamat, FCCH President

### *IN MEMORY* **GENE A. ALBANO**



Gene Afaga Albano, age 91, died on August 25, 2020. He was born on March 26, 1920 in Bacarra, Ilocos Norte, Philippines and immigrated to Hawaii in the mid-60s.

He is a graduate of University of the East, Manila, Philippines with Bachelor’s degree in accounting. He also earned Juris Doctorate from Divine Work College, Laoag, Philippines.

As an Attorney and CPA, Mr. Albano worked in the financial industry in Philippines and Hawaii. He also served in the House of Representative, State of Hawaii from 1980 to 1984.

Together with his knowledge and skills, understanding and volunteering, Gene was a remarkable Community Leader and served as President and Director in several non-profit organizations.

He was a leader not just amongst fellow Filipinos, he was able to also lead multi-cultural organizations.

Notably, Mr. Albano was 1973 to 1974 President of Filipino Chamber of Commerce of Hawaii.

# EDUCATION

## COMPLIMENTARY FINANCIAL LITERACY SERIES COMMITTED TO BUSINESS SUCCESS

BY NED DIRECTO, KINABUKASAN SERIES CHAIR & FCCH BOARD OF DIRECTOR

Since this past July, FCCH convened its FREE monthly Kinabukasan Financial Literacy Series. These informative and interactive sessions are dedicated to helping the community improve their understanding of financial concepts and services.

The 1-2 hour sessions cover various, pertinent topics that affect specific business and/or provide insight for anyone interested in specific businesses. Some of the sessions have also covered current events, such as the pandemic and how we can navigate our lives through the challenges brought about by it—health & economic hardships.

A panel of speakers provide their expertise on the subject, representing their craft and/or well-established companies. The goal is to empower individuals and small business owners in making informed

choices and actions. Since the start of the pandemic, these sessions have been held virtually. Yet, the value these sessions have proven still remain true.

Please visit [www.filipino-chamber.org](http://www.filipino-chamber.org) for information on the next presentation. You may also visit FCCH's Facebook page to see previously recorded sessions.

Mahalo to our sponsors, Filipino Community Center and the Hawaii Philippines Business Economic Council.



### JOIN US FOR THE NEXT KINABUKASAN SERIES:

## Protecting Your Employees from the Pandemic:

### *Lessons from the Field*

Coronavirus and COVID-19 continue to bring uncertainty to day-to-day life. Learn how to support your employees and your business during the pandemic.

### FEATURED PRESENTERS



**Tom Carter**

*Vice President*  
Kaiser Permanente's Workforce  
Health Consulting Group &  
Kaiser Permanente On-the-Job

### FACILITATED BY



**Jeffrey Cudiamat**

*President*  
Filipino Chamber of  
Commerce of Hawaii

## FREE Virtual Event

**WEDNESDAY, DECEMBER 16, 2020**

REGISTRATION REQUIRED:

Click **HERE** To Register OR

Access Link: **<https://bit.ly/3mgajih>**



# ADVOCACY & POLITICAL VIEWS

## Census 2020



## 2020 Census and Small Businesses

BY ANNIE SOKOL, US CENSUS BUREAU,  
FILIPINO COMPLETE COUNT COMMITTEE

The 2020 Census is complete. It is a once-a-decade count of everyone living in the United States of America. It is constitutionally mandated for the purpose of reapportionment of the House of Representatives, redistricting, and the distribution of over \$675 billion in federal funding to support essential programs in our community such as Medicaid, Medicare Supplemental Medical Insurance, Federal Pell Grants Program and Highway Planning and Construction programs, just to name a few.

Small Businesses have so much to gain when our community is completely and accurately counted. As an entrepreneur, census data can help you examine variables that can help you make the best decision for your business. Census data are also use by our leaders to make the appropriate decisions for our community especially during these challenging times. For instance, the Coronavirus Aid, Relief and Economic Security Act (CARES) Act, established the \$150 Billion Coronavirus Relief fund, which was distributed across states and local governments through the latest data provided by the U.S Census Bureau. In order to get our fair share of federal funding, we need to show that we are here and no one is left out. This can only be done once a decade so what we do now will impact our community for the next ten years.

As a business owner, whether big or small, you contribute to making our community alive, vibrant and diverse here in Hawai'i. As we move forward, we need every dollar that can come into our community and aid in our community's recovery and resilience building. There is so much at stake for all of us. When it is time to complete another Census, help us spread the word about the importance of the Census.

## FCCH RALLIES FOR SMALL BUSINESS

BY JEOFREY CUDIAMAT, FCCH PRESIDENT

Because of the governmental restriction in addition to the shutdown of our Hawaii's tourism industries, many Hawaii businesses have been suffering. The Chamber of Commerce Hawaii (CCH) has been advocating for local government to allow businesses to reopen its doors, albeit with increased safety protocols and procedures. The Filipino Chamber of Commerce of Hawaii has stood with CCH in support of their cause to "Save Hawaii Small Business". On July 9<sup>th</sup>, a rally was held at the State Capitol with the Chamber of Commerce Hawaii to urge lawmakers to allow businesses to continue operations.



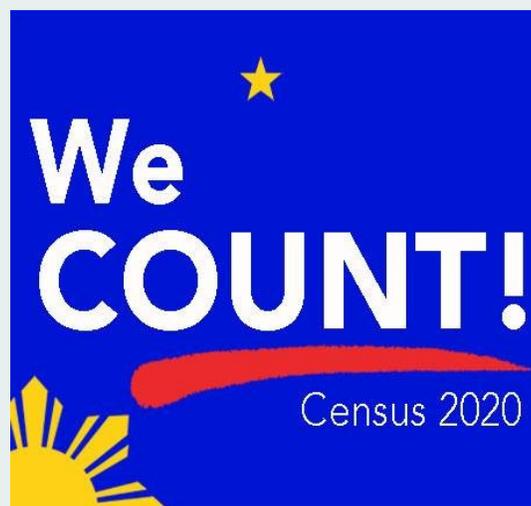
## FCCH JOINS 'TSISMISAN' ON CENSUS, COVID-19

On June 28, 2020, FCCH President Jeffrey Cudiamat joined a panel discussion with policy and decision makers on how to assist small businesses during this economic downturn.

The event led by the Filipino Complete Count Committee in cooperation with Filipino Young Leaders Program (FYLPRO) and Ethnic Education Hawaii, was a 2nd part to a series entitled—**TSISMISAN: CENSUS TALK STORY SERIES.**

It was hosted on KITV's Facebook, and simulcasted with local radio stations, on Oahu, Maui and Kauai. KITV new anchor Annalisa Burgos moderated the event.

Also joining Jeffrey, were Congressman Ed Case, Chamber of Commerce President Sherry Menor-McNamara, and Vice Consul of Philippine Consulate General in Honolulu Andrea Caymo and U.S. Census Bureau Partnership Specialist Annie Sokol.



## QUAD CHAMBERS HOST CRITICAL MAYORAL DEBATE

BY GEOFFREY CUDIAMAT, FCCH PRESIDENT

With the issues surrounding COVID, the economy, rail, affordable housing, and other major issues, Honolulu is at a critical point in its history, and had to make a decision to select the candidate who would be able to lead the City through these challenging times.

In a collaborative effort with the Quad Chamber partners (Filipino Chamber of Commerce of Hawaii, Chinese Chamber of Hawaii, Hawaii Korean Chamber of Commerce, and Honolulu Japanese Chamber of Commerce), an online forum was hosted by KITV's Annalisa Burgos, between both mayoral candidates, virtually on October 7<sup>th</sup>, 2020.



In addition, individual interviews were conducted with each candidate by FCCH President Jeffrey Cudiamat. A short 5-minute clip of the interviews could be found on the Filipino Chamber of Commerce of Hawaii's Facebook page or on the website at [filipinochamber.org](http://filipinochamber.org).



# BOARD & MEMBERSHIP

## 2020-21 FILIPINO CHAMBER OF COMMERCE OF HAWAII BOARD: 'RETREATS' TO FRESH START

BY VANESSA KOP, 2018-2019 FCCH PAST PRESIDENT,  
2020-21 EXECUTIVE COMMITTEE DIRECTOR

It was a balmy Saturday morning on July 11, 2020 with the bright Hawaiian sun gleaming as I drove down H-1 freeway at 7:15 am. As soon as I entered our designated retreat room in Pearl City, I was welcomed by familiar faces and a few new faces as we immediately exchanged greetings.

Cheryl lovingly prepared a scrumptious breakfast array of healthy fruits, buttery croissants, quiche, waffles, and varieties of coffee. We started with a thoughtful prayer by Rev. Alex Vergara and proceeded with opening remarks from President Jeffrey Cudiamat.

Each of us introduced ourselves, then we progressed to ice breaker games by Vanessa Kop and Jeffrey Cudiamat.

Then we moved forward with Filipino Chamber of Commerce history, list of Past presidents and we stressed transparency during this administration, doing the right thing and discussed the "why", "what" and "how" of being a board of director and member of FCCH. We also learned about the Cudiamat's code, covenant and core values.

The following are all the planned events for 2020-2021 term and the Chair and co-chairs are as follows:

- **Installation-** Rose Galanto and Rocky Anguay
- **Kinabukasan Series-** Ned Directo, Eddie Agas, Rose Manuel

- **Mabu-HI Expo-** Jeffrey C, Vanessa Kop, Ned Directo, Mylene Reyes
- **Golf Tournament-** Eddie Agas, Elvi Sutherland
- **Filipino Entrepreneur of the Year-** Rocky Anguay, Hermie Pagaduan
- **Trade Mission-** Vanessa Kop, Rose Galanto
- **Taste of the Philippines-** Raymond Sebastian, Rose Manuel
- **Scholarship Award-** Susie Berardy, Lynne Gutierrez
- **Mentorship Program-** Mylene Reyes, Gene Albano
- **Mayoral Debate-** John Baraquio, Alex Vergara
- **Membership-** Rose Galanto, Paul Takayesu
- **Nominations and Elections-** Rose Galanto, Lynne Gutierrez
- **Christmas Party-** Ruby Sarmiento, Adela Salacup
- **Legislative Meet & Greet-** Bennette Misalucha, Jeannie Lum
- **Finance and Governance-** Nancy Lacambra, Paul Takayesu

Overall, it was an awesome retreat of "meeting of the minds". Everybody contributed to a lively discussion, Jeffrey really encouraged and motivated all of us. As we drove back, after the retreat at 3 pm, we were all pumped up, ready to look forward to a fabulous year ahead.



## 2020-2021 BOARD OF DIRECTORS

Jeffrey Cudiamat  
*President*

Rose Galanto  
*President-Elect*

Rocky Anguay  
*Vice President*

Lynne Gutierrez  
*Secretary*

Rose Manuel  
*Assistant Secretary*

Nancy Lacambra  
*Treasurer*

Paul Takayesu  
*Assistant Treasurer*

Hermie Pagaduan  
*Auditor*

Nancy Atmospera-Walch  
*Immediate Past President*

### *Directors*

Eddie Agas, Jr.  
Gene Albano  
John Baraquio  
Susie Berardy  
Ned Directo  
Vanessa Kop  
Bennette Misalucha  
Elvi Sutherland  
Mylene Reyes  
Ruby Sarmiento  
Raymond Sebastian  
Alex Vergara

Jeannie Lum  
*Executive Director*





FCCH's sixty-three year history dates back to a time when a group of Filipino businessmen - civic minded and fueled with the desire to unite the then fledgling Filipino business community - met in 1947. Through their gathering, the Filipino Businessman's Association was formed and began to promote the common aims of the Filipino community.

**OUR MISSION**

The Filipino Chamber of Commerce of Hawaii provides leadership in promoting Hawaii's business community through its programs and activities by:

- Broadening opportunities for Filipino entrepreneurs and member businesses.
- Strengthening business links between Hawaii and the Philippines.
- Assisting in the professional growth of its members.
- Supporting the well-being of the community.

**Rosario Quintanilla**  
Twin Dragon-Owner

**Aaron Agsalda**  
Agsalda Builder-Owner

**John Baraquio**  
Able Pest Management LLC  
Manager

**Gene Albano Jr.**  
SVP Hawaii Engineering Service  
Managing Director

**Josie Banasan**  
Rentals Manager

**Atty. Felipe M Pacquing**  
Consultant

**Marietta Bustamante**  
Spplus Corporation  
Manager

**Delia Wong**  
Atlas Insurance Agency  
Senior Account-Operation

**Joel Navasca**  
MJ Food Group Inc., DBA Tiano's  
President

**Duane Padilla**  
Music Service Performance, Teaching  
Audio Video Production

**Khryz Picon**  
Food & Restaurant

[ASSOCIATE MEMBERS](#)

**Tiffany Marie Salvador, MSW**  
Filipino Jaycees- President

**Laren Eustace**  
Filipino Jaycees  
Commercial Real Estate Agent

**Natalie Luz Millon**  
Filipino Jaycees  
Hawaii Community Foundation  
Program Associates

**Rommel Raymundo**  
Filipino Jaycees  
Raymundo Digital  
Website Development/Design

**Danicole Ramos**  
Student

**We invite you to join the Filipino Chamber of Commerce!**

Together we will Empower Filipino Professionals for the advancement of our heritage and community. Take your career to the next level through mentoring, workshops, conferences and much more.

Please call FCCH President Jeoffery's Cudiamat at (808) 358-7111 or Rose Galanto at (808) 688-4458.



**CALL OUT TO ALL MEMBERS**

FCCH is looking for anyone with Finance/Banking experience, proficient in Excel and with ACC 201/202 to be a part of our FCCH Treasury Team! If interested call Rose Galanto (808) 688-4458.

**CONTACT US**

P.O. Box 1572 Honolulu, HI 96806



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